

MTAC Periodicals Focus Group



Product Development

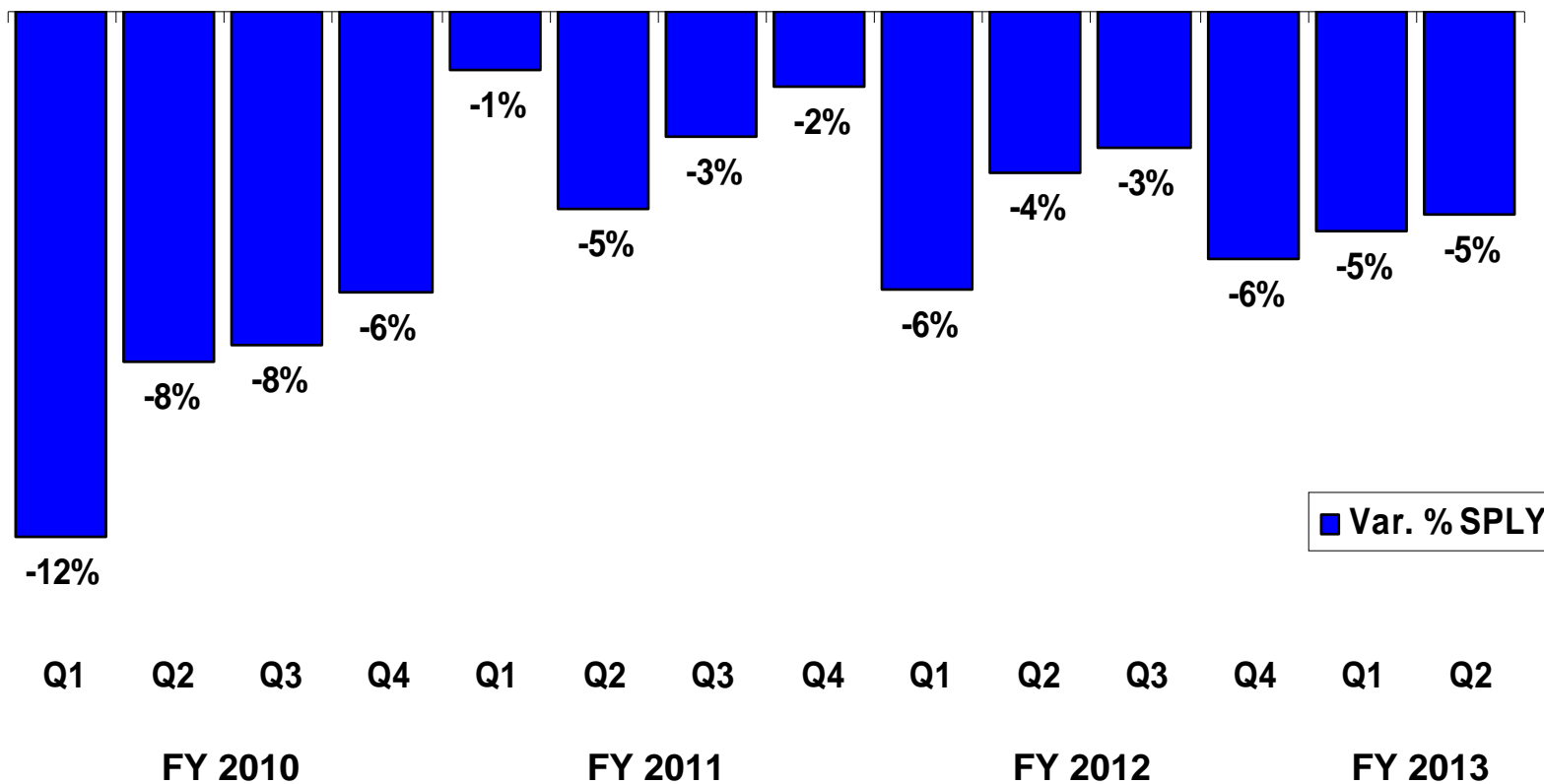
May 15, 2013

Agenda:

- **Pulse of Industry**
- **Promotions**
 - **Direct Mail Mobile Coupon / Click-to-Call Preliminary Results**
 - **2013 Promotional Calendar Update**
 - **2014 Promotions**
- **PAG Initiatives**
- **Other Discussion Topics**

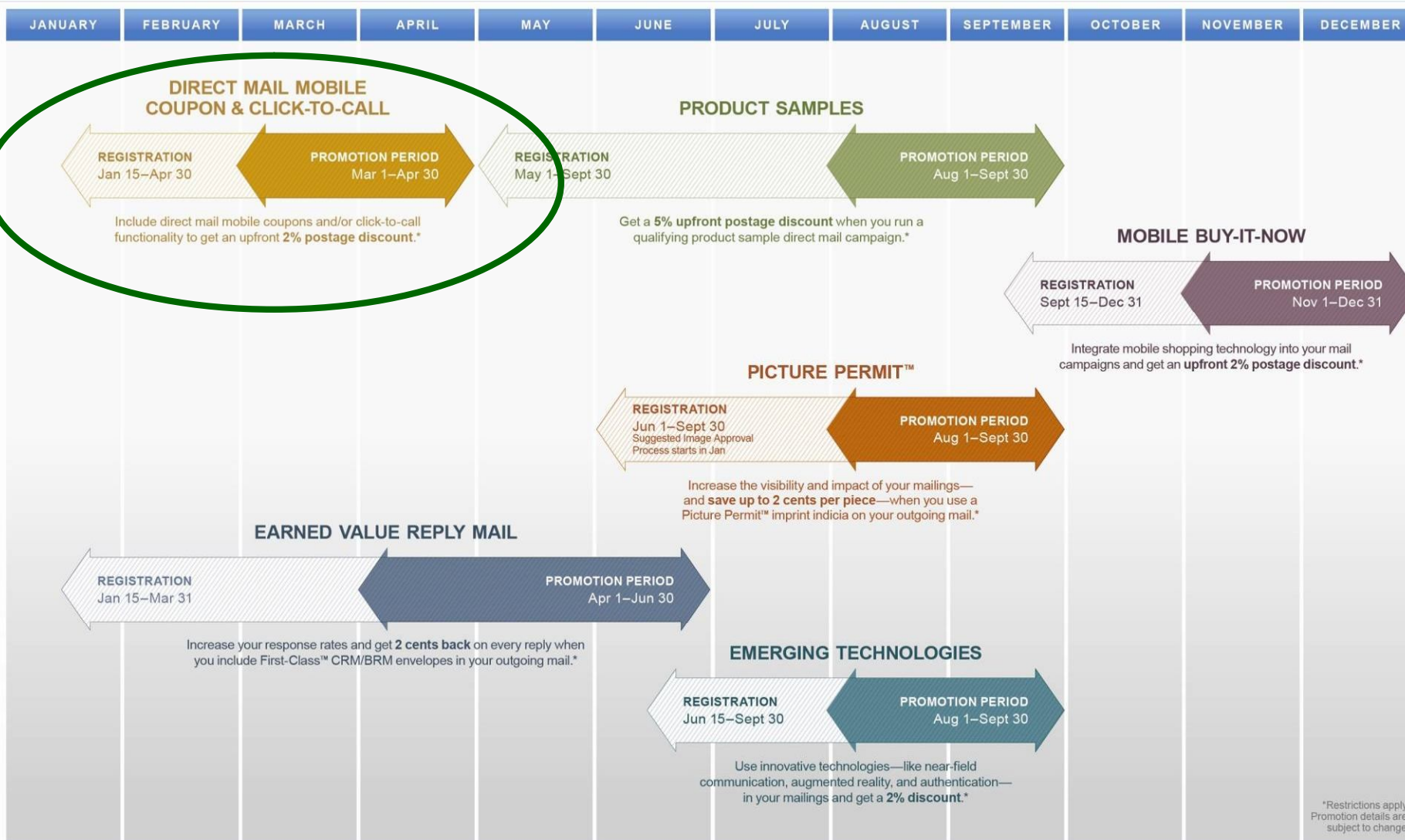


Periodicals Volume Change



Discussion

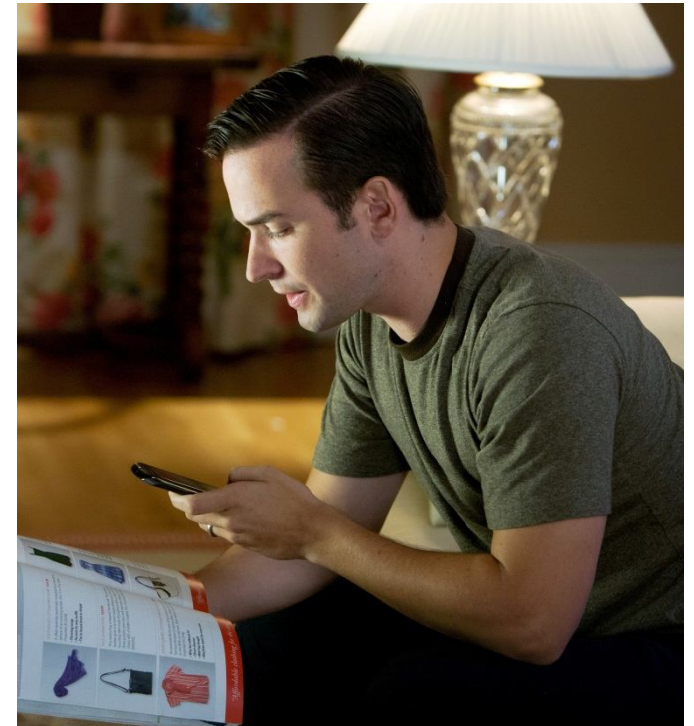
- **How is Marketplace Changing**
- **How we can print and periodical industry remain relevant and thrive**



*Restrictions apply. Promotion details are subject to change.

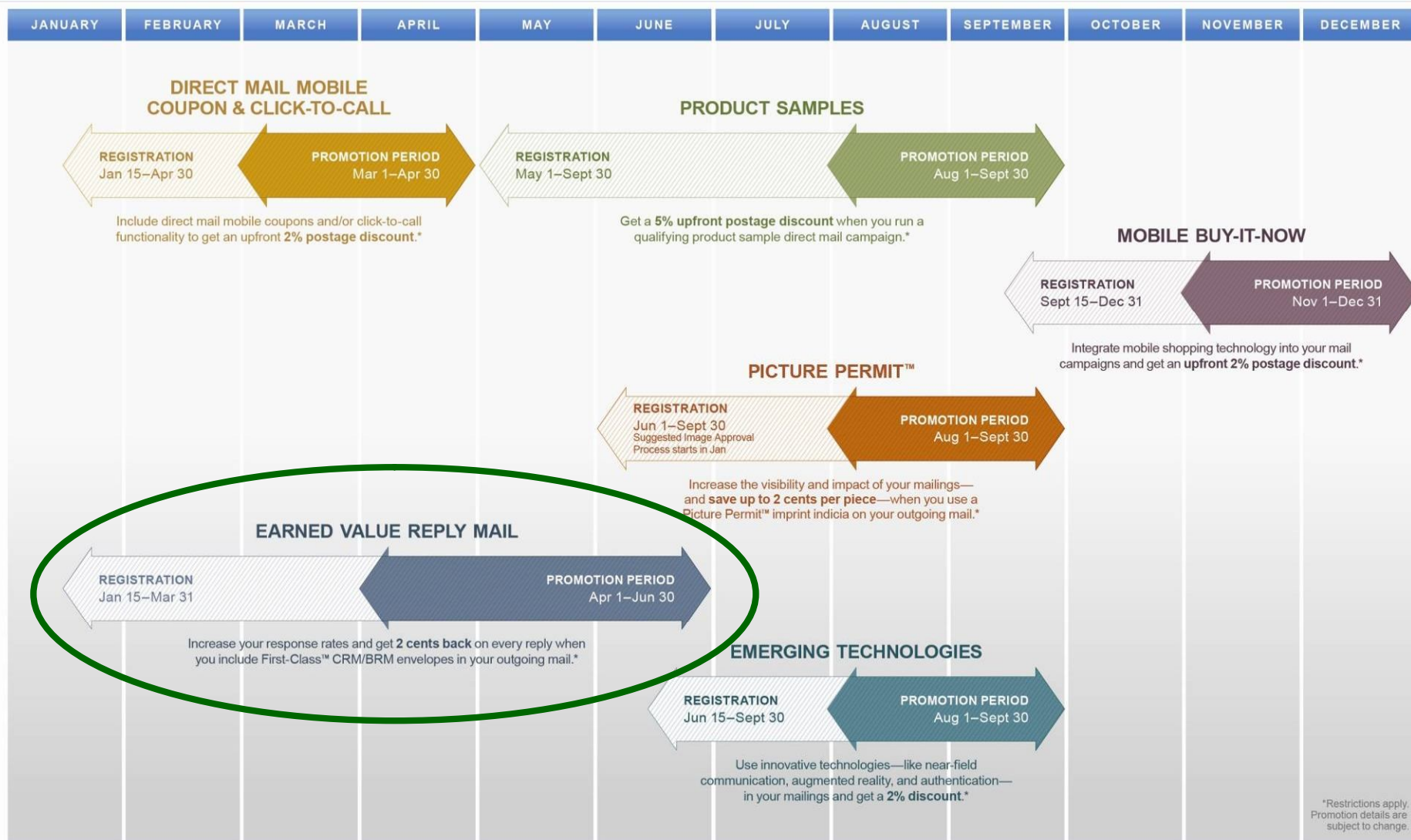
Preliminary Promotion Results

- **March 1- April 30**
 - **550 customers participated**
 - **Over 60,500 mailings**
 - **2.6 B mailpieces received discount**
 - **Over \$11.4 M in discounts**
- **Nearly 20% of Standard Mail volume participated in promotion**
- **Majority of customers participated with Click-to-Call technology**





- **Survey to participants next week**
 - **Response are required by participants**
 - **MSP please forward to clients who participated**
 - **Better understand marketer/mailer behaviors driving participation**
 - **Feedback drive framework and of future promotions**



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Initial Promotion Insights

- 639 customers are enrolled
- Approx. 270 million CRM and BRM pieces have been counted (April 1 – May 14)
- CRM represents 89% of total number of pieces counted; BRM is 11% of total
- Top 10 customers:
 - CRM is 54% of total CRM promotion volume
 - BRM is 66% of total BRM promotion volume



Technical Update

- **20 customers contacted the Program Office with questions related to their piece counts**
- **All, except for three, have been resolved**
- **Issues related to**
 - **Counts of non-conforming MIDs**
 - **Changes in CRIDs after enrollment was completed were not reflected in the Incentive Module in Program Registration**
 - **Counting pieces for MIDs that customer does not use at this time – issue still under investigation**

Working List of Potential 2014 Promotions

**BRM/CRM
Earned Value**

**Branded/
Customized
Mobile
Technology**

**Mobile App
Promotion**

**Small
Business
Coupon
Promotion**

**Premium
Advertising
Product
Promotion**

**Personalization
Promotion
(Mailpiece &
URL)**

**Audio
Technology**

**Dynamic
Color
Printing of
bills and
statements**

**Emerging
Technology
(i.e., NFC)**

**Mail Drives
Mobile
Commerce
Promotion**

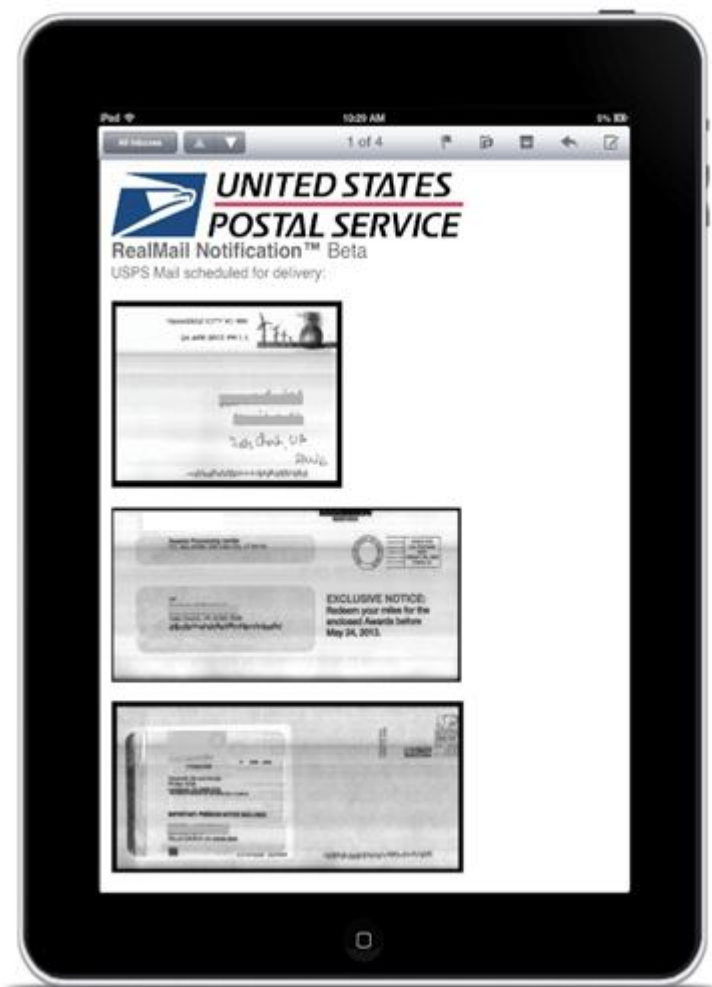
Planned Timeline

- **Feedback for stakeholders ongoing**
- **Finalize internal approval promotions and timelines June/July**
- **Formal announcement of promotions with next planned price change**

☐ **PAG Initiatives**

- ☐ New technologies such as augmented reality affecting Periodicals
- ☐ Increasing weight in CoMail
- ☐ Relaxation of Killer characteristics

Open Discussion



- **Strategy:**
 - **Increase direct mail response rates by providing a digital interface**
- **Consumers see mail before it arrives**
- **Direct mailers get TWO impressions**

Questions?

